

CALIFORNIA APPRENTICESHIP COUNCIL
EQUAL EMPLOYMENT OPPORTUNITY STANDING COMMITTEE
MINUTES OF THE MEETING

RADISSON HOTEL, SACRAMENTO
January 24, 2007

I. CALL TO ORDER/ROLL CALL

Chairperson Anne Quick called the meeting to order at 1:30 p.m. Members present were: Anne quick, Leo Garcia, Cedric Porter, Jose Millan and David Rowan. Absent were Richard Zampa and Wayne Lindholm. A quorum was met.

II. APPROVAL OF MINUTES:

It was moved and seconded that the minutes from the September 6, 2006, be approved. All were in favor. Motion was carried.

III. REVIEW OF THE BLUE RIBBON COMMITTEE'S PRESENTATION

Chairperson Quick thanked Lilly Rodriquez for leading the presentation and Renee Bacchini for putting it together. She also thanked everyone who was involved during the presentation of the Blue ribbon Committee survey results and the forum on Women in Apprenticeship held during the October 2006 CAC quarterly meeting. The findings of the Blue Ribbon Committee are posted in the website.

IV. RECOMMENDATION FOR GOALS

Lilly Rodriquez said that the goals and findings of the Blue Ribbon Committee should be implemented. Chief Rowan observed that the goals set by the CalPlan for the recruitment of women are not achievable so more reasonable goals should be set. Commissioner Quick read the Committee's key recommendations for recruitment and suggested that the apprenticeship programs be accountable for their efforts in recruiting women. Commissioner Porter suggested finding out the commitment of the programs in recruiting women by who they hire. He wanted to see a written commitment from the programs, which will be used to track it through the years to validate their commitment. Chief Rowan said that this would be the most appropriate time to recruit women since, with the passage of the \$42B bond measures, 144,000 skilled workers will be needed.

The group brainstormed on suggestions and steps to implement the recruitment of women in apprenticeship and remove the barriers in the trades to bring about recruitment:

1. Make sure women are represented in the hiring of skilled workers.
2. Keep women already in apprenticeship by partnering with different organizations like EMPOWER, WINTER, etc. to mentor them.
3. Aggressive outreach campaign through print and TV advertisements picturing women in actual trades, public service announcements, job fairs, trade shows and booths. Outreach efforts should target the right location where women are interested like CalWorks. (Beth Youhn is following up on those women that expressed interest during the workshop they sponsored.)

4. Commissioner Millan shared his experience of having open houses on the facilities of the Lawrence Berkeley Laboratory, where women can be familiarized with the equipment and environment where they could be working. Campaign can be "WOMEN ARE WELCOME; TRY IT OUT, YOU MIGHT LIKE IT!" The women are paid a stipend to try it out.
5. Partner with other agencies to publish statewide open houses and training facilities, by area or create a clearinghouse.
6. Plan something for October, which is Apprenticeship Month for statewide advertising, or spring of next year when jobs pick up and, in the interim, keep the recruitment alive by constant encouragement and continuous exposure.
7. Have apprenticeship programs pay to develop and train women to be presenters who can be good role models and mentors. They can talk about the barriers of women in apprenticeship, their experiences and successes (like Habitat for Humanity women volunteers).
8. Partner with different agencies that have programs that can promote women recruitment. DAS is trying to establish connections with different agencies like the One-stop shops, Helmets to Hard Hats, National Guards. Currently DAS is looking into apprenticeships in health careers.
9. Have a video done by utilizing the state funds and resources. Use a celebrity like Charlise Theron who has some connection with a trade and tie it in with the contact information for recruitment. Use high profile celebrities like Maria Shriver and Oprah Winfrey to feature something with apprenticeship and women.
10. Utilize local film makers (Debra Chapman) that are sympathetic to apprenticeship.
11. Make use of resources of CCA or have programs donate 25 or 50 cents per apprentice to fund women recruitment.
12. Mention in CAC general meeting about the Trade Women's Conference in that can be projected throughout the CAC meetings together with other power point slides.
13. Put a button for calendar of upcoming activities/events in the searchable apprenticeship program website as a link.
14. Renee Bacchini will put together an organized marketing plan drawn from the Blue Ribbon Committee findings and recommendations; identify the people who can be responsible for specific assignments; and draw action steps that can push for recruitment of women in apprenticeship. Anne Quick and Beth Youhn expressed their willingness to work with Renee on this project.

Chief Rowan suggested that this Committee should also reach out to different groups, not just women, like foster youth turning 18. Chairperson quickly asked for other groups the committee should be targeting. The following were identified: parolees, people in transition going out. Schools partnering with construction programs are listed in different websites, i.e. Construction in the Classroom. Al Tweltridge has a list also.

Ms. Bacchini is researching and making a list of reporters who show interest in publishing stories regarding apprenticeship. People who have stories that can be published can get in touch with her at rbacchini@dir.ca.gov.

The meeting was adjourned at 2:40 p.m.